

# Evaluation Methods

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# Objectives

- Define evaluation
- Identify purposes and benefits of evaluation
- Define concepts of evaluation
- Describe Kirkpatrick's Model
- List several evaluation tools



# What is evaluation?

- Fancy definition- “A systematic process by which a judgment is made about quality of consequences, outcomes, effects, or merit of a provider unit or educational activities” ANA

*or*

A way to determine effectiveness or  
value

- Evaluation is not an activity occurring at the completion of a learning activity but is a part of the design of all phases of the instructional endeavor



# What good is evaluation?

- Measures and improves the effectiveness of training/teaching
- Determines effectiveness of teaching strategies
- Gives the learner feedback on attainment of program objectives and goals
- Identifies future training education/needs

# What good, con't

- Helps the education department meet accreditation and professional standards
- Provides a way to monitor quality of training activities
- Determines changes in practice or outcomes that can be attributed to training programs
- Demonstrates the value of an education department



# First Steps

- Objectives have been established
  - you define what you want them to know
- *THEN*, you want to develop your evaluation
  - how will you determine they have learned what you want them to learn?

# Concepts of evaluation

- Criterion Reference

Evaluation against specific, pre-determined standards or criteria, where results are reported as behaviors or objectives met/not met,





Integrity... Service... Excellence

- Competency Based

The assessment of an individual's demonstrated ability to achieve expected behaviors as outlined in a job description or performance standards



- Norm-referenced

Achievement of one learner in comparison to other learners. Evaluation results are reported in scores or percentages

- Formative

Evaluation taking place during the education program or learning activity for the purpose of identifying progress toward goals, objectives, or outcomes to improve activities, course, or teaching and student learning. Emphasis is placed on assessment of the parts instead of the whole



- Summative

Data collected at the completion of an activity, instruction, course or program. The focus is directed to the whole education endeavor and emphasizes the extent of program goals, objectives and outcomes were met

# How do we plan an evaluation?

- We use an evaluation model to serve as a framework
- There are many models, but we will use one today that is simple and easy to use



# Kirkpatrick's Model

## (Impact Evaluation Model)

- Reaction- were the participants pleased with the program accomplishing its goals? (Also known as the “happiness index”)
- Learning- what did the participants learn in the program?

# Kirkpatrick, con't

- Behavior- did the participants change their behavior based on what was learned?
- Impact- did the change in behavior positively affect the organization?



# What tools can I use?

- Pre and post tests
- Standardized checklists
- Competency assessment checklists
- Questionnaires
- Interviews

# Long and Short of It

- Short term

Did you meet the goals of the activity?

- Long term

Did you meet the goals of the organization?



# QUESTIONS?

- Quick post test:

What is an evaluation?

Why do we do evaluation?



● ***Because Lt Col  
Bruce said so!!!!***